

## *Success Story*

# From Challenges to Milestones: Dementia UK's Walk 31 Miles in May Challenge



At the forefront of social fundraising stands Dementia UK, with its unwavering commitment to harnessing the full potential of virtual events as a means of raising crucial funds in an increasingly challenging market.

Acknowledging the vast potential of Facebook fundraising, with a keen focus on Facebook Challenges, Dementia UK has committed long-term resources and effort to nurture its virtual events program. Its dedication has resulted in remarkable outcomes, showcasing the power of its well-established, optimized campaigns.

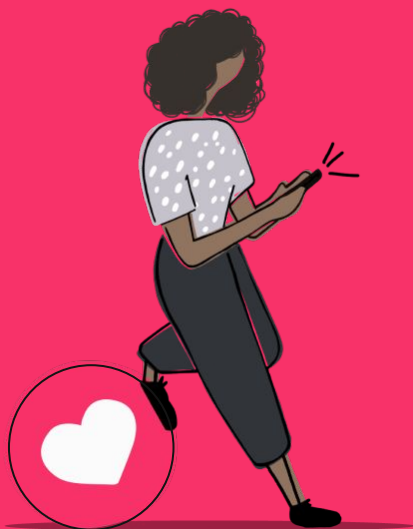
**To shed light on its latest triumph, the *Walk 31 Miles in May* Challenge, we sat down with Lucy Brown, Dementia UK's Virtual Events Manager, to delve into the details of its success.**



## Who is *Dementia UK*?

Dementia UK is the specialist dementia nursing charity that is there for the whole family. Its nurses, known as Admiral Nurses, offer life-changing support for families affected by all forms of dementia. Admiral Nurses work on Dementia UK's free Helpline, in virtual and face-to-face clinics, and in communities throughout the UK. They provide health advice, practical strategies for coping with the changes that dementia brings, help with planning for the future, and vital emotional support. They are also behind every piece of information and advice on Dementia UK's website.

Dementia UK currently has over 440 Admiral Nurses, but with someone in the UK developing dementia every three minutes, the charity urgently needs to increase this number so no one has to face the condition alone. The charity receives no Government or public sector funding, so relies entirely on fundraising, donations and gifts in Wills to fund its services. And at the heart of this lies its expert Virtual Events Team, helping to fund the charity's vital services.



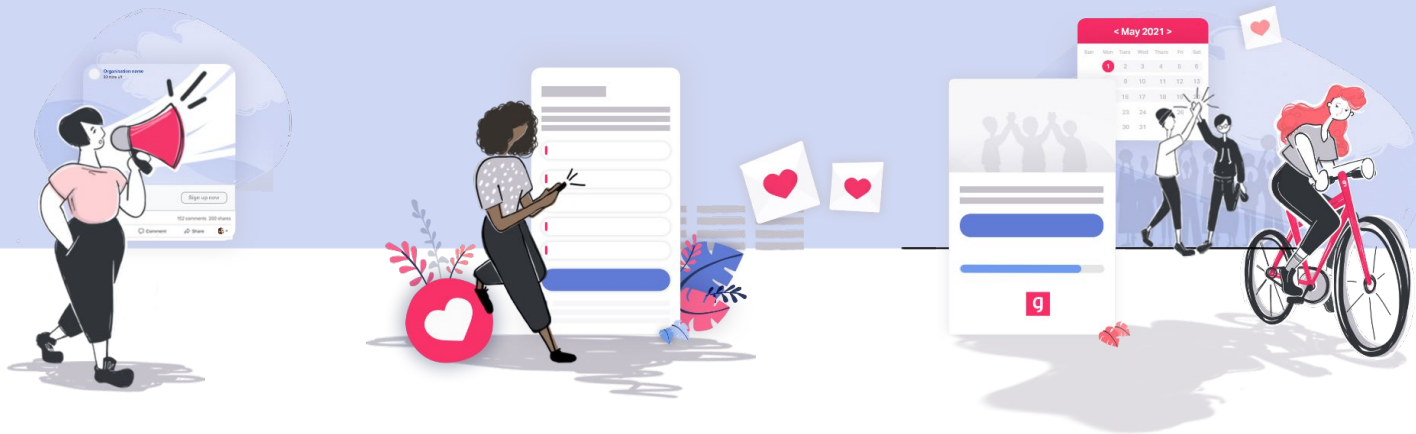
Having found success with Facebook Challenges during the Covid-19 pandemic, Dementia UK chose to invest in this area by creating its Virtual Events Team. This has, in turn, led to the organization being at the forefront of leveraging social media, particularly Facebook, to build a long-term, sustainable and repeatable program of virtual events. In the 2023/24 financial year alone, it is running seven Facebook Challenges.

**Dementia UK's campaign, *Walk 31 Miles in May*, proved that its decision to focus on this type of fundraising was a smart choice.**

*The Challenge*

Walk 31 Miles in May

# How it *works*



01 Develop a Challenge concept alongside a free incentive.

02 Create Facebook Lead Ads for acquisition and direct to the Facebook Group.

03 CTA to set up a custom Facebook Fundraiser.

04 Participants do the Challenge in their own time.

05 The Group provides encouragement and motivation.

06 Facebook's Charitable Giving Tools relies on PayPal Giving Fund to handle the payment processing of donations.

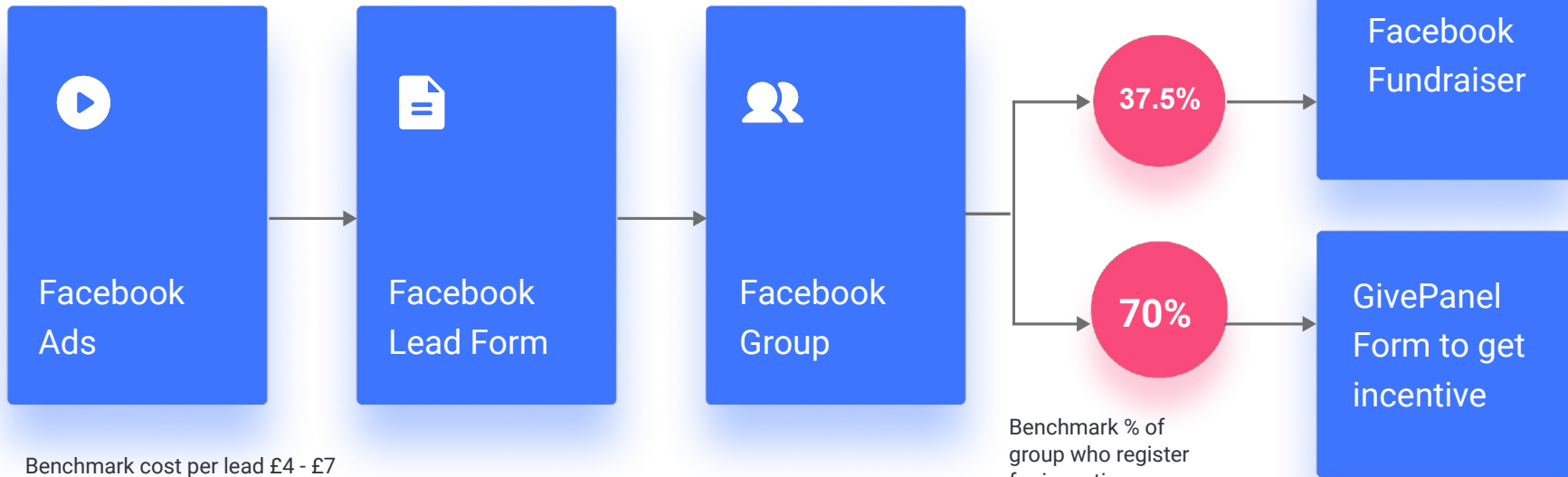
07 Facebook Challenges result in higher activation and conversion rates.

08 GivePanel allows the charity to track progress, thank Fundraisers and gather data opt-ins.

# Data flow when using GivePanel

GivePanel customer average benchmarks

Benchmark % of leads who join group: 65%



# 5 things to know about Walk 31 Miles in May

## Adaptability

Dementia UK initially held a Challenge in April 2022, which fell short of expectations. The team rescheduled it for May, aligning with team capacity and supporter preferences, and ultimately contributing to the Challenge's success.

## Expectations

Despite initial doubts, the 2023 *Walk 31 Miles in May* Challenge exceeded expectations by raising over £1 million, marking its most significant fundraising achievement since the height of the pandemic.

## Income Curve

Lucy notes that Challenges run in 2023 have seen a shift in where funds raised are at their highest, with the post-Challenge time period seeing a significant boost compared to previous years. Lucy equates this with supporters opting to include traditional in-person fundraising methods, making it accessible for all donors.

## Moderation

Overseeing a group of almost 17,000 supporters poses challenges. Dementia UK effectively engaged with its community using a dedicated in-house team of three part-time moderators, emphasizing the importance of investing in moderation.

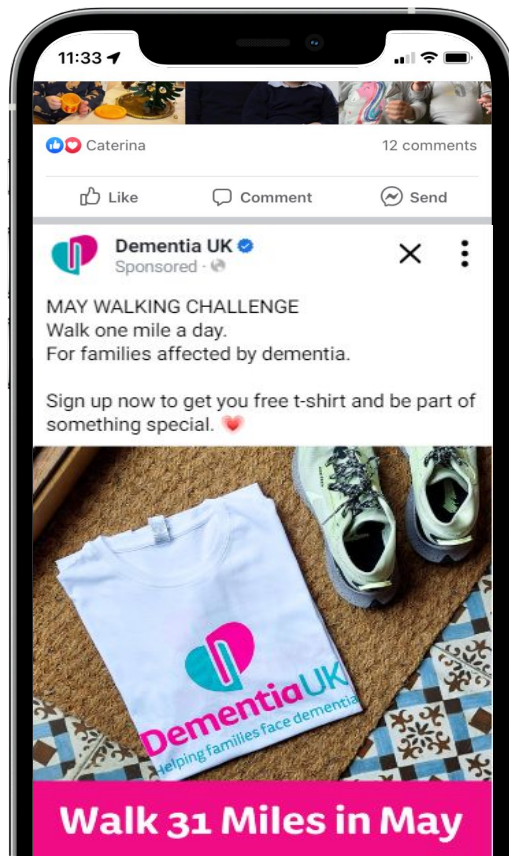
## Engagement Approach

Dementia UK recognized the strong connection between group engagement and successful fundraising. To ensure a positive group culture from the start, it recommended focusing on active engagement before the first day of the event. The team's content planning emphasized engaging posts that encouraged conversations and photo sharing, fostering a sense of community camaraderie.

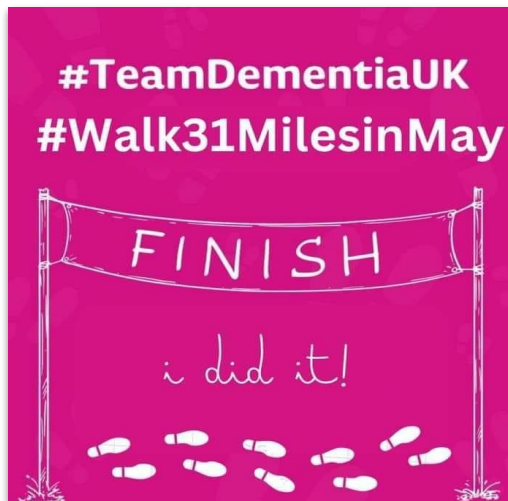


# Facebook Challenge ads

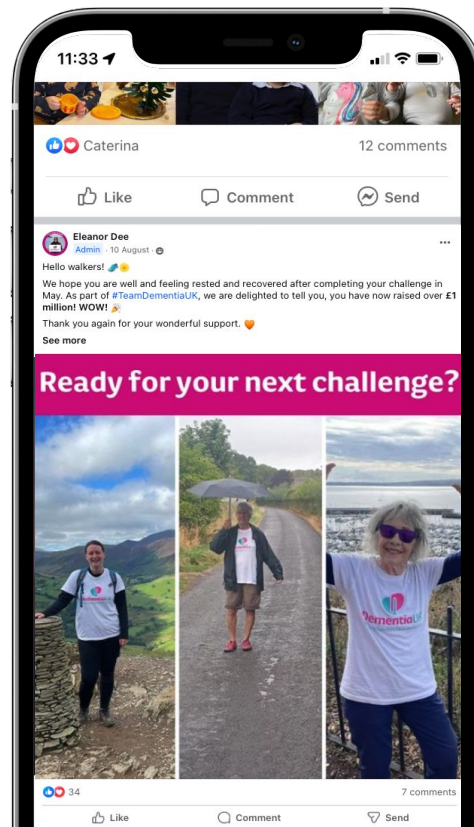
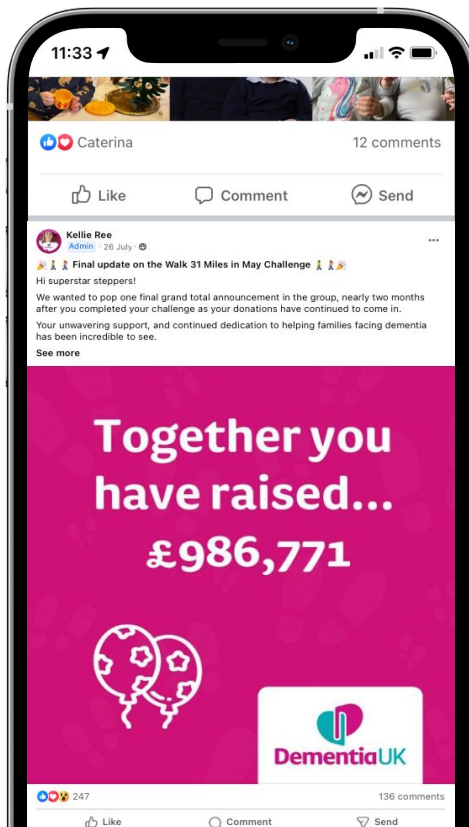
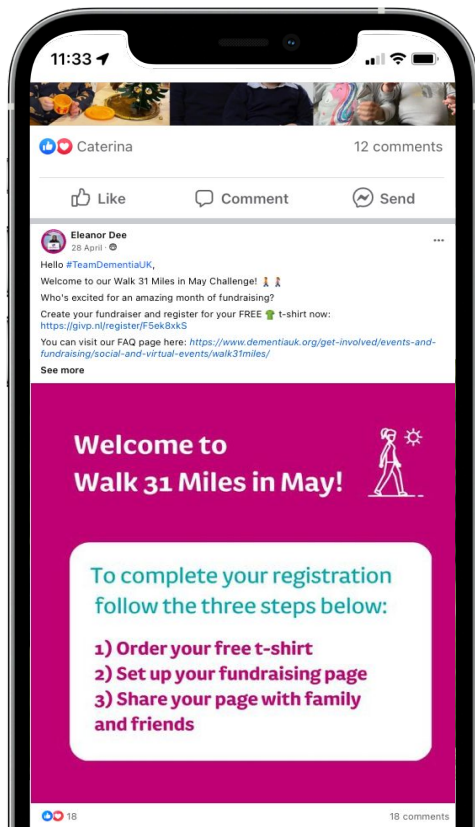
Dementia UK used a mixture of cause led and incentive led creative in their Facebook ads



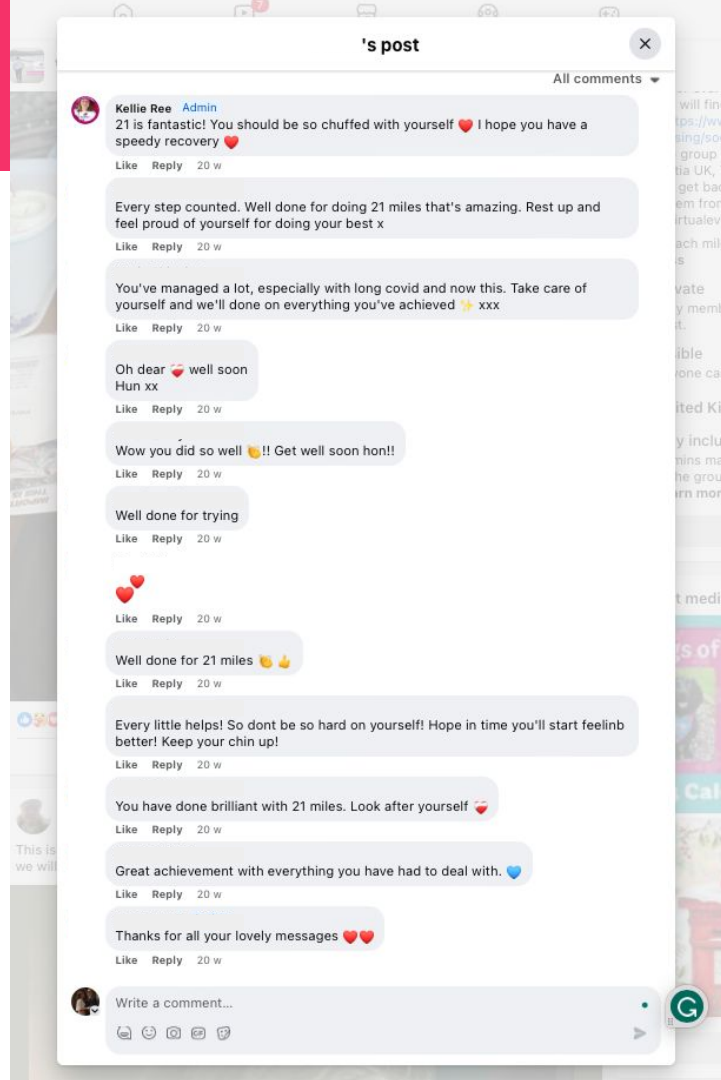
# Walk 31 Miles in May *on brand*



# Facebook Challenge *engagement*



# Group engagement

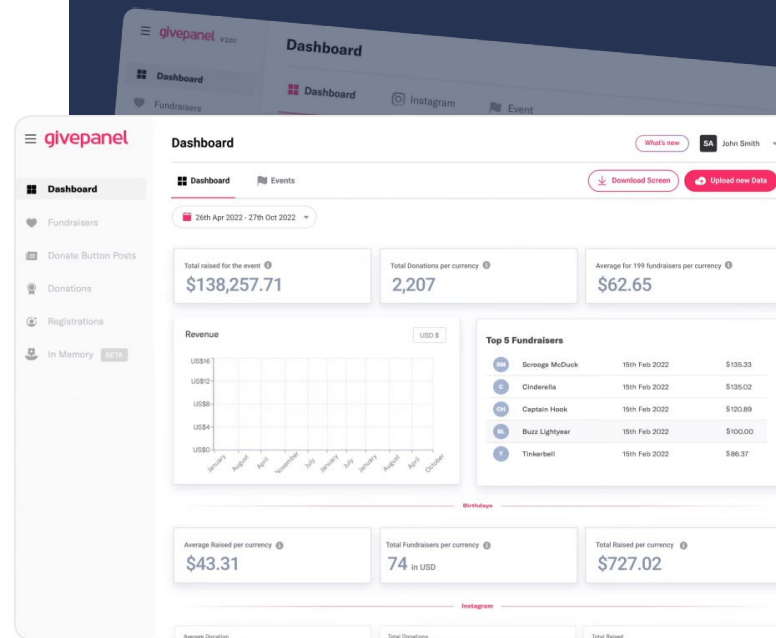


# How did *GivePanel* support?

When it comes to managing Facebook fundraising, Dementia UK saw a world of potential in GivePanel. Its decision to embrace GivePanel's support was grounded in a strategic understanding of where its supporters were.

GivePanel equipped Dementia UK's team with the tools and resources it needed to navigate the world of virtual fundraising, enabling effective management of various fundraising aspects, including:

- **Reporting** - GivePanel gives you the [analytics and reports](#) you need to track campaigns and enables you to build custom imports for your CRM. All of this saves significant staff time, allowing you to focus on what matters – fundraising!
- **Email journeys and messaging** - Our fundraiser [engagement and messages tools](#) mean that you can give Facebook fundraisers the experience they deserve resulting in more contact details collected and funds raised.
- **Dashboard tracking** - GivePanel's [user-friendly dashboard](#) provides quick and easy access to essential overviews, making the management of virtual events a breeze. This intuitive interface ensured that Dementia UK had a clear view of their progress and engagement levels.





*Facebook Challenge*

# Walk 31 Miles in May results



# Results

Dementia UK smashed its  
Walk 31 Miles in May  
Facebook Challenge.

Just check out the  
results!

Walk 31 Miles in May

8,958

Registrations

58%

Remittance Rate of Registrations

£208.24

Average Raised per Active  
Fundraiser (incl. Gift Aid)

£1,075,335

Total Raised (incl. Gift Aid)



# DementiaUK

**All of the team have access to GivePanel and we all use it regularly. [...] We use it as a tool to check if someone has registered. If someone's asking what size [of t-shirt incentive] they registered for, we can check their page if we need to - we're able to use it as an investigation tool when we've got people coming to us with lots of questions.**

And then we use the on-page messaging service, where your moderators do a great job of welcoming our supporters when they create a fundraising page. [...] It's a really nice way to tell them that we're really grateful and touch base, and also show that the Challenge is very legitimate - the charity is thanking them personally.

**Lucy Brown**

Dementia UK, Virtual Events Manager



# Final Thoughts



Dementia UK's journey with Facebook Challenges, especially the resounding success of its *Walk 31 Miles in May* Challenge, has offered valuable insights into the world of virtual fundraising. We've distilled some top tips from the Dementia UK team to help you build and manage a Facebook Challenge program that's bound for success:

- **Timing and Context:** Understand the timing and context in which you launch your Challenges and consider how your Challenge aligns with current events and community needs.
- **Diversify and Repeat:** Don't hesitate to repeat similar Challenges throughout the year, but balance the timing to avoid overwhelming your audience. Utilize Facebook's algorithm to reach new audiences.
- **Engagement Is Vital:** Build a passionate and engaged community by maintaining regular communication, fostering positive group culture, and encouraging conversations, comments, and photo sharing to create a sense of belonging.

# They're in *good company!*

As well as Dementia UK, we work with some of the world's major nonprofit brands

- ✓ Over 50% of the top 100 UK charities now use GivePanel
- ✓ 15% of the top 30 US nonprofits and growing
- ✓ Customers in 16 countries



# Contact Us

If you want to revolutionize your Facebook fundraising like Dementia UK, book a demo with one of our fundraising experts at [givepanel.com/demo](https://givepanel.com/demo) and get started today.

**More Facebook fundraisers. Less hassle.**

